

## Press Release

# Sony Ericsson bolsters its entry range with a duo of phones that offer effortless ways to stay in touch

Sony Ericsson today announces two new entry-level phones, designed for lasting communication. With superb talk and standby times, torch functions and FM Radio the J132 does the basics well. Add the camera and Bluetooth™ functions to the K330 and you get further features on an equally straightforward phone.

**Singapore, 17 June 2008** – Two new candy-bar phones from Sony Ericsson, designed with simplicity and value for money in mind. The **J132** is a talk and text phone with FM radio and stereo hands free kit; the solid feel and dust-resistant keypad make it an ideal everyday companion. For those wanting a clear-cut camera phone, the **K330** with video capture and Bluetooth™ sharing is the obvious choice. This phone also offers FM radio listening via speakerphone or stereo headset.

“There are certain phone features, such as a large phonebook and torch functionality, that are considered key to consumers in developing markets” says James Marshall, Head of Portfolio Marketing at Sony Ericsson. “We’ve made sure that both of these phones pack all of the essential features and appeal to anyone wanting a durable, no-nonsense mobile.”



Everything about the **J132** is uncomplicated. Its clear and bright screen coupled with its one-click shortcuts and easy-to-use navigation key means that you are ready to text, search for a number or access the FM radio without fuss.

### The new J132 Lasting Communication

- Solid talk and text phone with dust-resistant keypad
- FM radio and loudspeaker – enjoy quality radio entertainment with RDS support
- Handsfree Kit – handle calls on the move
- Radio alarm clock – wake up to your favourite station
- Torch function – find objects in the dark
- Up to 9 hours of talk time or 450 hours standby

Alternatively, for those looking for a little bit more from their mobile, the **K330** enables users to capture video and photos, plus share them easily via Bluetooth™ with another phone or Bluetooth™ enabled device. Keep your memories with you with the K330's storage for up to 250 photos or 12 minutes of video footage, making it the perfect pocket photo album.

Since the **K330** supports Bluetooth™ it can easily be teamed up with handy accessories such as the new Sony Ericsson Bluetooth™ headsets **HBH-PV715, 720** and **740**. They represent the next generation of Bluetooth™ accessories – high performance headsets that are stylish, practical and versatile, whatever your needs.

### The new K330

#### Lasting Memories

- Storage for up to 1000 contacts and 450 text messages
- Capture and store up to 12 minutes of video (in 2 minute clips)
- Snap happy with VGA camera and store up to 250 images
- View photos on the 1.7” display
- Listen to music and news on the go via the FM Radio
- Keep track of calories and make your own daily health plan with Health mate
- Torch function – guide your way home with the luminous screen and find objects in the dark

So whether it's dust resistant text, talk and radio or straightforward snap-and-share, the new **J132** and **K330** add breadth to Sony Ericsson's entry-level line-up. The **J132** will be available in Night Black and Heaven Blue in selected markets from Q4 2008. The **K330** will be available in Gold on Black and Green on Black, again in selected markets from Q3 2008.

The **J132** will support GSM 900/1800 frequencies and the **J132a** for US markets will support GSM 850/1900. The **K330** will support GSM/GPRS 900/1800 and the **K330a**: GSM/GPR 850/1900.

- ENDS -

#### At a glance

	<b>J132</b>	<b>K330</b>
<b>Communication</b>	Speakerphone Polyphonic ringtones Vibrating alert	Speakerphone Polyphonic ringtones Vibrating alert
<b>Messaging</b>	Text messaging (SMS) Predictive text input	Text messaging (SMS) Picture messaging (MMS) Predictive text input
<b>Design</b>	Dust-resistant keypad Navigation key Picture wallpaper	Navigation key Torch functionality Picture wallpaper Wallpaper animation
<b>Organiser</b>	Calendar Phone book	Calendar Phone book

	Tasks Alarm clock Timer Stopwatch Calculator	Tasks Alarm clock Timer Stopwatch Calculator
<b>Entertainment</b>	FM Radio	FM Radio Java Video viewing
<b>Camera</b>		0.3 megapixel camera Video recording
<b>Music</b>		Music tones (MP3)
<b>Internet</b>		WAP 2.0 x HTML
<b>Connectivity</b>		Bluetooth™ technology
<b>Accessories</b>	In-Box: <ul style="list-style-type: none"> <li>○ Battery</li> <li>○ Charger</li> <li>○ Stereo portable handsfree</li> <li>○ User guide</li> </ul>	In-Box: <ul style="list-style-type: none"> <li>○ Battery</li> <li>○ Charger</li> <li>○ User guide</li> </ul> Optional: <ul style="list-style-type: none"> <li>○ Portable Handsfree HPM-64 – move to the beat with a classic in-ear design</li> <li>○ Power Pack CPP-100 – just plug in when your battery is running low</li> <li>○ Phone Case IPC-50 – A splash proof case for outdoor activities.</li> </ul>
<b>Facts and Figures 1)2)</b>	Size: 103 x 45 x 15.3 mm Weight: 76 grams  Colours: Night Black Heaven Blue  Screen: 65,536 colour CSTN Resolution: 128 x 128 pixels Size: 1.5 inches  Phone memory: Up to 4MB  Talk time: Up to 9 hrs	Size: 100 x 45 x 12 mm Weight: 75 grams  Colours: Gold on Black Green on Black  Screen: 65,536 colour TFT Resolution: 128 x 160 pixels Size: 1.7 inches  Phone memory: Up to 10MB  Talk time: Up to 7 hrs

	Standby time: Up to 450 hrs	Standby time: Up to 300 hrs
<b>Availability and versions</b>	Networks: J132: GSM 900/1800  J132a: GSM 850/1900	Networks: K330: GSM/GPRS 900/1800  K330a: GSM/GPR 850/1900

Legal

- 1) Facts and features may vary depending on local variant.
- 2) Talk and standby times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. games. Kit contents and colour options may differ from market to market. The full range of accessories may not be available in every market.

© Sony Ericsson Mobile Communications AB, 2007.

The liquid identity logo, TrackID and PlayNow are trademarks or registered trademarks of Sony Ericsson Mobile Communications AB. Sony, Memory Stick Micro and M2 are trademarks or registered trademarks of Sony Corporation.

Ericsson is the trademark or registered trademark of Telefonaktiebolaget LM Ericsson.

TrackID is powered by Gracenote Mobile MusicID. Gracenote and Gracenote Mobile MusicID are trademarks of Gracenote, Inc.

Bluetooth is a trademark or registered trademark of Bluetooth SIG Inc.

Google is a trademark or registered trademark of Google Inc.

Java and all Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc.

Other product and company names mentioned herein may be the trademarks of their respective owners.

Any rights not expressly granted herein are reserved. Subject to change without prior notice.

*Having sold over 100 million phones in 2007, Sony Ericsson is currently one of the five largest mobile phone manufacturers in the world. An important industry player operating in over 80 countries, our phones, accessories and PC cards are synonymous with innovation and style. With R&D sites in Europe, Japan, China, India and North America, diversity is one of the core strengths of the company. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit [www.sonyericsson.com](http://www.sonyericsson.com)*

**FOR MEDIA INFORMATION PLEASE CONTACT:**

**Sony Ericsson Global Communications & PR**

**Mattias Holm:** +44 208 762 6065

General Press: +44 208 762 5858

E-mail: [press.global@SonyEricsson.com](mailto:press.global@SonyEricsson.com)

Product images: [www.sonyericsson.com/press](http://www.sonyericsson.com/press)